CLAIMS

1   1.   A method for performing variable data printing, said method comprising:

2   defining independent portions of a variable data print (VDP) campaign such

3   that the VDP campaign includes a design portion, a rules portion and a variable data

4   portion; and

5   defining inputs and outputs associated with each of the portions of the VDP

6   campaign.

1   2.   The method of claim 1, wherein the outputs for the variable data portion of the

2   variable data print campaign comprise a Personalized Print Markup Language

3   Template (PPMLT) data element.

1   3.   The method of claim 2, wherein the outputs for the variable data portion of the

2   variable data print campaign additionally comprise a first PPMLT data structure

3   element.

1   4.   The method of claim 1, wherein the outputs for the design portion of the VDP

2   campaign comprise a PPMLT template.

1   5.   The method of claim 4, wherein the outputs for the design portion of the VDP

2   campaign additionally comprise a second PPMLT data structure element.

1   6.   The method of claim 4, wherein the outputs for the rules portion of the VDP

2   campaign comprise data formatted with respect to the PPMLT template.

1   7.   The method of claim 4, wherein the outputs for the rules portion of the VDP

2   campaign comprise a PPMLT data mapper element.

1   8.   The method of claim 7, wherein the outputs for the rules portion of the VDP

2   campaign additionally comprise a third PPMLT data structure element corresponding

3   to an input format of data that is to be used by the PPMLT data mapper element, and a

4   fourth PPMLT data structure element corresponding to an output format of data that is

5   to be provided by the PPMLT data mapper element.

1   9.   The method of claim 1, further comprising:

2   using the inputs and outputs defined for the rules portion of the VDP campaign

3   such that of the rules portion is prepared independently with respect to at least one of

4   the variable data portion and the design portion.

1   10.   The method of claim 1, further comprising:

2   using the inputs and outputs defined for the variable data portion of the VDP

3   campaign such that the variable data portion is prepared independently with respect to

4   at least one of the design portion and the rules portion.

1   11.   The method of claim 1, further comprising:

2   using the inputs and outputs defined for the design portion of the VDP

3   campaign such that the design portion is prepared independently with respect to at

4   least one of the variable data portion and the rules portion.

1   12.   A system for performing variable data printing, said system comprising:

2   a dynamic variable data print (VDP) workflow system operative to receive

3   information corresponding to independent portions of a VDP campaign, the VDP

4   campaign comprising a design portion, a rules portion and a variable data portion, the

5   dynamic VDP workflow system being further operative to combine the information

6   received to form a Personalized Print Markup Language Template (PPMLT) print job.

1   13.   The system of claim 12, wherein the dynamic VDP workflow system is further

2   operative to convert the PPMLT print job to a Personalized Print Markup Language

3   (PPML) print job.

1   14.   The system of claim 12, wherein the dynamic VDP workflow system

2   comprises computer-executable instructions.

1   15.   The system of claim 14, further comprising:

2   a processor operative to execute computer-executable instructions; and

3   memory communicating with the processor, said memory storing the dynamic

4   VDP workflow system.

1   16.   The system of claim 12, further comprising:

2   a design system operative to communicate information corresponding to the

3   design portion of the VDP campaign to the dynamic VDP workflow system, the

4   information corresponding to the design portion comprising a PPMLT template.

1   17.   The system of claim 12, further comprising:

2   a variable data system operative to communicate information corresponding to

3   the variable data portion of the VDP campaign to the dynamic VDP workflow system,

4   the information corresponding to the variable data portion comprising a PPMLT data

5   element.

1   18.   The system of claim 12, further comprising:

2   a rules system operative to communicate information corresponding to the

3   rules portion of the VDP campaign to the dynamic VDP workflow system, the

4   information corresponding to the rules portion comprising a PPMLT data mapper

5   element.

1   19.   The system of claim 12, further comprising:

2   a digital printing device operative to receive information corresponding to the

3   PPMLT print job from the dynamic VDP workflow system and print the print job as

4   hardcopy.

1   20.   The system of claim 12, further comprising:

2   means for printing the print job.